

Our organization, the SouthWestern Association, represents farm, outdoor power, construction dealers as well as hardware and lumber retailers in eight states in the midwest and south. I am the Chief Executive Officer of the SouthWestern Association.

Please do not included trade associations in your regulations governing unsolicited fax advertisements. By removing the "established business relationship" qualification from the fax regulations - you are forcing our organization to obtain written consent from our own members, clients and industry partners before transmitting any fax that could be interpreted as commercial in nature. The regulations are unclear, we do not understand why we have to obtain written permission from members who are the organization that is communicating to them - associations are owned by their members!

We would ask that you reinsert the "established business relationship" in the regulations so that we can continue to inform and communicate with our members.

Thank you for your consideration.

Jeffrey H. Flora, CAE
Chief Executive Officer
SouthWestern Association